

Monthly Matters

June 2005

Cancer Branch Cruises toward Success at Annual Update

The Annual Update Conference, held at the Sundance Plaza Hotel and Suites in Winston-Salem April 27-29, was one to remember. The theme of the conference this year, *Cruising Toward Success*, was well received. Conference presentations received high ratings and provided information on a wide variety of topics to inspire interest for all disciplines. Because of your good work, and with grateful thanks to all of you, Cancer Prevention and Control Branch services have been successful in offering thousands of N.C. women screening and treatment services for breast and cervical cancer, high blood pressure, diabetes, and elevated cholesterol. The Cancer Prevention and Control Branch continues to grow and looks forward to expanding education and screening for other types of cancer.

The first destination of our cruise was the *Welcome Aboard!* reception on April 27. Many enjoyed the food and games but all enjoyed the opportunity to network with others, meet new people and relax from their long drives. Cruise photos were offered during the reception and throughout the conference to share with those families and co-workers at home. Even those who elected not to have a photo taken received a photo frame engraved with "You have made a difference in many lives" as a special thank-you from the Cancer Branch. We can never thank you enough for the work you do for others. As we tell you every year, "North Carolina women have better lives because of the work you do!"

As the cruise ship got under way on Thursday morning Dianah Bradshaw opened the conference with a brief introduction to the Chronic Disease Collaborative, urging participants to stay tuned for more information as the Collaborative expands. Janet Reaves, Chronic Disease

Prevention and Control Manager, was unable to join us for the conference due to a recent car accident. (Janet and her daughter are slowly recovering from the accident. Janet sends a special "Thank You" to the conference attendees for the cards, kind words and prayers.)

Dr. Merle Mishel shared information about situations of patient uncertainty created by breast and prostate cancer tests, diagnoses and treatments. She shared strategies for patients to use to reduce uncertainty and fuel positive outcomes from the cancer experience. She shared the results of her research on uncertainty management intervention and offered information to support and manage patients with cancer and chronic illness. Dr. Mishel's research will soon be published in many scientific journals.

Partners from the Chronic Disease and Injury Section and the American Cancer Society came aboard to share information about their agency's programs and services to stimulate interest in partnerships and collaboration. Dr. Elizabeth Randall-David provided additional insight into working effectively with partners and joined the regional breakout sessions in the afternoon. In the breakout sessions, many state programs and local resource agency representatives shared creative and innovative resources for recruitment, education and outreach.

As cruise members enjoyed their lunch, Caroline Guthrie, breast cancer survivor, delightfully shared her experience in dealing with breast cancer treatment and recovery with a presentation she called *A Funny Thing Happened On the Way to Recovery*. Caroline's humorous insight into a serious subject received excellent evaluation scores, and a standing ovation. Our good thoughts for her continued remission go with her.

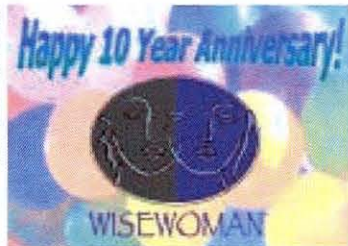
Crew members ended their first day aboard with presentations from Dr. Sandra Schultz and Dr. Deborah Porterfield. Dr. Schultz, a surgeon from Gastonia, shared

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breast cancer treatment goals and treatment regimens with tremendous and thoughtful compassion. During conversations later, participants and program staff agreed that Dr. Schultz portrayed the true healing and caring characteristics that all seek in a healthcare provider and surgeon. The Cancer Branch's own Dr. Deborah Porterfield, though experiencing labor contractions earlier in the day, drove to Winston-Salem to share her interesting research data on cervical cancer in North Carolina. Dr. Porterfield's data shows that declines in cervical cancer incidence and mortality in North Carolina parallel national trends. African American women continue to be diagnosed at a later stage and older women continue to have the lowest screening rates. Efforts to target these women remain a priority for the BCCCP. At the end of the day, crew members disembarked to take advantage of the free tour of Wake Forest University Baptist Medical Center's state of the art mammography center or enjoy the sites of Winston-Salem.

On Friday, the cruise set sail with program updates from BCCM, BCCCP, WISEWOMAN and Comprehensive Cancer followed by a preview of the 2006-2011 Comprehensive Cancer Plan and the future distribution process of the plan. Mary Rachui, Women's Health Educator from Presbyterian Hospital, shared a cardiovascular update that included risk factors for women and ideas to promote heart health in women. Promoting heart health means raising awareness about basic health with every contact, developing and promoting community programs, publishing newsletters, and partnering with local businesses to include *Go Red for Women* promotions. At the close of the presentation, the WISEWOMAN Project celebrated its 10th Anniversary with a special ceremony and photo with local project coordinators.



Crew members had an opportunity to attend three out of five breakout sessions while aboard on Friday. Local coordinators provided information on *Successful Pink Ribbon Campaign Ideas* and *Recruitment on a Shoestring Budget*. Thanks to staff from Mitchell, Wayne, and Wake County for presenting. Other presentations included information on *The Sister Study* and *Starting the Conversation Tools*, which included education on physical activity, nutrition and smoking. One session targeted information for

WISEWOMAN coordinators, *New WISEWOMAN Resources and Information*. Through a partnership with the American Heart Association (AHA), WISEWOMAN was able to provide each coordinator with the AHA Physicians Toolkit to help promote updated prevention and treatment guidelines. Updated data forms and a new Case Management form to be implemented in July were also previewed. WISEWOMAN Coordinators who were unable to attend should contact their regional consultant for details about the session.

The conference closed with an interesting skit, *Hats Off to Breast Cancer Myths*, performed by staff from the Cancer Prevention and Control Branch staff. This skit was developed by Ann Giddens and shared at the 2004 Avon Breast Cancer Foundation conference in Washington, DC. Patricia Peele, M.A.Ed, from the Rural Health Center in Halifax County revised the information to share at the Update. The last hat, Prayerful Patty, was not in the original script but added by the request from one of the African American Task Force volunteers in Halifax County who is a breast cancer survivor and minister's wife. The purpose of the skit is to dispel myths associated with mammograms and breast cancer. This educational tool can be entertaining and educational and could be revised to meet a variety of needs. The information package was shared at the close of the Update. If you would like a copy, please contact Betty Cox at (919) 715-3102 or ask your regional nurse consultant.

Overall, the 2005 Update was a great success. The presenters, food, hotel staff, and service were rated high by participants. The reception, cruise theme, and photos were highlights from the conference. The Cancer Prevention and Control Branch staff apologizes for any inconvenience related to hotel renovations. As most of you are aware, conference planning begins a year prior to the event. Circumstances beyond our control caused the hotel renovations to be incomplete, which lead to an inconvenience for some rather than the newly renovated environment that was originally planned. Please accept our apologies if you were inconvenienced in any way. The Cancer Prevention and Control Branch strives to make every Update better than the last. The Update Planning Committee makes every effort to review your annual evaluations to make your annual educational experience comfortable, affordable, and fun. If you have not turned in your Recruitment / Intervention Outreach Survey, please fax it to (919) 715-3153.



New Public Education Materials on the Way

Mailings

- You will likely receive more than one shipment of education materials. The packing slip shows all of the materials you should receive. Keep the packing slip to verify that you have received all of your materials.

Quantity

- The quantity (QTY.) listed on this packing slip is the number of packages of each item you will receive. To calculate the number of items, multiply the QTY times the number of items per package listed in the description.
- Quantities were calculated based on the number of materials your agency was sent last fiscal year and the number of women contracted to screen this fiscal year.

2005-2006 Materials for BCCCP Patients

- ***Women Staying Healthy, Active, and Well*** booklet in English and Spanish. Reprinted from 2004. A patient education booklet that contains information on breast, cervical and other cancers; instruction on breast self-exam technique; and heart health information. Contains general BCCCP and WiseWoman eligibility information and has a place in the back to record appointment dates.
- ***Make Early Detection a Habit for Life!*** Bookmark. English on one side, Spanish on the other. These bookmarks replace the handbills and “share the good news” cards from last year, and contain the current 2005 income guidelines. Please discontinue using handbills that have old income guidelines on them.
- ***Appointment Card***. Reprint from 2004. English on one side, Spanish on the other. Send to clients to remind them of their need for regular screenings.
- ***Survey Phone Cards***. Reprint from 2004. Please give these to every client that is enrolled in BCCCP. If we see adequate use of these in local BCCCP agencies, the survey on these cards could replace the Marketing Campaign Report (MCR) and allow us to eliminate that form. Give the card to the woman at her screening appointment and encourage her to answer the anonymous, quick survey to be able to use her 15 minutes of free long-distance call time.
- ***ID Wallets***. Reprint from 2004. Give these to your BCCCP clients with the phone card as an incentive for having regular cancer screenings.
- ***Pink Ribbon Magnets***. Promotional items to use throughout the year or for Pink Ribbon Campaign.
- ***Pink Ribbon Pins***. Promotional items to use throughout the year or for Pink Ribbon Campaign.

Welcoming New Employees

Please join us in welcoming two new employees to the Cancer Prevention and Control Branch. Brent Chattin, B.A., will be filling the Director of Services and Contracts position, which coordinates all contracts with the Cancer Prevention and Control Branch. He develops budgets in conjunction with Program Management, maintains financial records for the branch, coordinates grant proposals to the CDC, maintains communication with human resources and the budget office, and expedites purchasing requests. Brent's office number is (919) 715-0119 if you have questions about contracts or financial matters.

Janet Dail is filling the position that manages the Cancer Assistance Program and assists the Director of Services and Contracts. Her office number is (919) 715-3369. There is also a toll free number, 1-800-715-3370, for patients and providers needing information on the Cancer Assistance Program.

*We're
Moving*

The Cancer Prevention and Control Branch will be moving to a new location with the Division of Public Health this summer. Our new office will be located at 5505 Six Forks Road, Raleigh, NC 27609. We will also have a new courier address, phone numbers, and fax numbers as a result of this move. Please look for important information about these changes in the near future. We are already working diligently to make sure there is a smooth transition to our new location that will cause as little disruption to services as possible.